## QUICK FACTS

### Registration with Career Services

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>All Students</td>
<td>2727</td>
<td>2465</td>
<td>3679</td>
<td>4485</td>
</tr>
<tr>
<td>Gaylord College of JMC</td>
<td>59</td>
<td>95</td>
<td>158</td>
<td>210</td>
</tr>
</tbody>
</table>

*NOTE: Students with multiple majors are counted in each major.*

### JMC Registrants by Major

<table>
<thead>
<tr>
<th>Major</th>
<th>2004-05</th>
<th>2005-06</th>
<th>2006-07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>34</td>
<td>47</td>
<td>57</td>
</tr>
<tr>
<td>Broadcasting &amp; Electronic Media</td>
<td>7</td>
<td>12</td>
<td>22</td>
</tr>
<tr>
<td>Journalism &amp; Mass Communication</td>
<td>8</td>
<td>24</td>
<td>61</td>
</tr>
<tr>
<td>Professional Writing</td>
<td>2</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Public Relations</td>
<td>44</td>
<td>69</td>
<td>62</td>
</tr>
<tr>
<td><strong>Total JMC Registrants</strong></td>
<td>95</td>
<td>158</td>
<td>210</td>
</tr>
</tbody>
</table>

*NOTE: Students with multiple majors are counted in each major.*

### Number of On-Campus Interviews by Major for JMC Students

<table>
<thead>
<tr>
<th>Major</th>
<th>2005-06</th>
<th>2006-07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>34</td>
<td>28</td>
</tr>
<tr>
<td>Broadcasting &amp; Electronic Media</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Journalism &amp; Mass Communication</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>Professional Writing</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Public Relations</td>
<td>42</td>
<td>33</td>
</tr>
<tr>
<td><strong>Total Number of Interviews for JMC Registrants</strong></td>
<td>80</td>
<td>79</td>
</tr>
</tbody>
</table>

*NOTE: Students with multiple majors are counted in each major.*

### Career Fair Attendance by JMC Students

<table>
<thead>
<tr>
<th>Fair</th>
<th>2006-07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate and Professional School Fair</td>
<td>6</td>
</tr>
<tr>
<td>Sooner Showcase Career Fair</td>
<td>43</td>
</tr>
<tr>
<td>MLK Multicultural Career Fair</td>
<td>29</td>
</tr>
<tr>
<td>JMC Career Fair</td>
<td>135</td>
</tr>
<tr>
<td>OU Job Expo</td>
<td>43</td>
</tr>
<tr>
<td><strong>Total Attendance of JMC Students at Career Fairs</strong></td>
<td>256</td>
</tr>
</tbody>
</table>
The graph to the right shows that of 350 JMC students surveyed about their internship location, the majority (78%, 273 students) decided to stay in Oklahoma. 14% (48 students) decided to go to Texas, and a small number decided to venture to New York (5%, 17 students) or Washington, D.C. (3%, 12 students).

The graph to the left shows that while all departments in the Gaylord College of Journalism and Mass Communication had students who accepted internship positions, the students in the Department of Public Relations accepted far more than the others. Public Relations = 170 students
Advertising = 91 students
Journalism = 73 students
Broadcasting & Electronic Media = 37 students
Professional Writing = 3 students

The graph to the right shows that JMC students accepted more internships for college credit than for no credit at all. Students can get credit for their internships via the Gaylord College of Journalism & Mass Communication or the Career Services Office.
• Developed Gaylord College of Journalism and Mass Communication Web page on Career Services Web site that lists specific information for JMC students.

• Built stronger relationships with Gaylord College of Journalism and Mass Communication faculty and staff by being in classrooms, consistently updating faculty and staff on upcoming events and job openings for students, speaking to clubs and organizations, and sending regular emails about opportunities through Career Services.

• Developed relationships with faculty and students by making classroom announcements in approximately 15 classes at the beginning of each semester to promote upcoming career fairs, workshops, on-campus interviews, and other Career Services events.

• Worked with College to ensure success of JMC Career Fair.

• Consistently updated faculty, staff, and students of the most accurate information including information sessions, interview deadlines and upcoming events.

• Established more presence with JMC students by speaking in classes, club meetings and sending regular emails about opportunities through Career Services.

• Met with JMC students throughout each semester to help with job search, resume writing, interviewing skills, etc.

COMPANIES WHO INTERVIEWED JMC MAJORS THROUGH ON-CAMPUS INTERVIEWS

Aldi Inc
BKD LLP
BMI Systems Corp
Cintas Corp
Civilian Employment Tinker AFB
ConocoPhillips
Consolidated Graphics
Dell Inc
Devon Energy
E&J Gallo Winery
Eagle Global Logistics
Eli Lilly & Co, Neuroscience Division
Enterprise Financial Group
Enterprise Rent A Car
ExxonMobil
Farmers Insurance Group
Fastenal
Federal Reserve Bank, Kansas City

GEICO Insurance
GH2 Architects, LLC
Glazer’s
GoTechNow
HEB Grocery Co
INCEED
ISN Software Corp
John Hancock Financial Network
Key Construction
MidFirst Bank
New Orleans/OKC Hornets
OJMR Architects Inc
ONEOK Inc
Paycom
Samson Companies
Sherwin-Williams
Sun Life Financial
Target Stores

The Benham Companies, LLC
The Tom James Company
Tri State Hospital Supply Corp
University Directories
Unum
USAF Tinker PALACE Acquire Program
Walgreens
Wells Fargo Financial
Wolseley

CAREER SERVICES ACTIVITIES FOR GAYLORD COLLEGE OF JOURNALISM & MASS COMMUNICATION
CAREER SERVICES: What We Offer

Services for Students and Alumni

Personalized Career Planning
- Individual career advising
- Information including careers, graduate school, salary information and preparing for the job search
- Comprehensive Web site and career library

Training and Services
- Individual Assistance
- Job Search Workshops
- Mock Interviews
- Optimal Resume - online resume writing program
- Going Global - online international job search resource
- Focus - online career decision-making resource
- Interview Stream - virtual interview practice
- Resume Critiques - personalized one-on-one with career advisor

Campus Recruitment
- On-Campus Interviewing facility
- Web-based recruiting system
- Fall and Spring career fairs
- Fall and Spring on-campus recruiting schedules
- Online job board

Services for Faculty/Staff

- Online job board
- Online student resume books by major - by request
- Optimal Resume - online resume writing program
- Going Global - online international job search resource
- Focus - online career decision-making resource
- Interview Stream - virtual interview practice
- Classroom presentations by Career Services staff

CAREER SERVICES TEAM

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Business Hours: Monday-Friday, 8 a.m.-5 p.m.
Walk-In Career Advising: Monday-Thursday, 1:30-4 p.m.

www.hiresooner.com